



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

And:

**Innovative Advertising .**  
**405 North Columbia Street**  
**Covington, LA 70433**

<u>Contract / Revision</u> 843407 /		<u>Alt Order #</u>
<u>Product</u> <b>NC SUPREME COURT</b>		
<u>Contract Dates</u> <b>10/30/12 - 11/06/12</b>	<u>Estimate #</u> <b>1023</b>	
<u>Advertiser</u> <b>North Carolina Judicial Coalition</b>		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WBTV</b>	<u>Account Executive</u> Michael McCray	<u>Sales Office</u> Telerep-Dallas
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/31/12	11/06/12	WBTV News 430a	430-5a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$250.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$250.00			
N 2	WBTV	10/31/12	11/06/12	WBTV News 6a	6-7a		:30			NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$1,300.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$1,300.00			
N 3	WBTV	10/31/12	11/06/12	The Early Show	7-9a		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$900.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$900.00			
N 4	WBTV	11/03/12	11/03/12	WBTV Sat 6a News	6-7a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$600.00			
N 5	WBTV	10/31/12	11/06/12	America Now	9a-10a		:30			NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$360.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$360.00			
N 6	WBTV	10/31/12	11/06/12	Rachael Ray	10a-11a		:30			NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$360.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$360.00			
N 7	WBTV	10/31/12	11/06/12	WBTV News At Noon	12-12:30p		:30			NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$1,400.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$1,400.00			
N 8	WBTV	10/31/12	11/06/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$825.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$825.00			
N 9	WBTV	10/31/12	11/06/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	4	\$3,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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<u>Advertiser</u> North Carolina Judicial C		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$875.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$875.00			
N 10	WBTV	10/31/12	11/06/12	WBTV News at 6p	M-F 6p-630p		:30			NM	4	\$9,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$2,300.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$2,300.00			
N 11	WBTV	11/01/12	11/01/12	Thur Prime Hour 3	10-11p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---T---				1	\$7,500.00			
N 12	WBTV	11/02/12	11/02/12	Fri Prime Hour 3	10-11p		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----F--				1	\$7,000.00			
N 13	WBTV	10/31/12	11/06/12	David Letterman	1135-1237a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WT---				2	\$650.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$650.00			
N 14	WBTV	11/02/12	11/02/12	Late Run Letterman	1135p-137.28a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----F--				1	\$650.00			
N 15	WBTV	11/03/12	11/03/12	ACC Football Reg Season	12n-330p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				2	\$3,000.00			
N 16	WBTV	11/03/12	11/03/12	NCAA Football Reg Game 2	330p-7p		:30			NM	1	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$4,700.00			
Totals											51	\$65,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	51	\$65,850.00	\$55,972.50
<b>Totals</b>	<b>51</b>	<b>\$65,850.00</b>	<b>\$55,972.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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